Logo

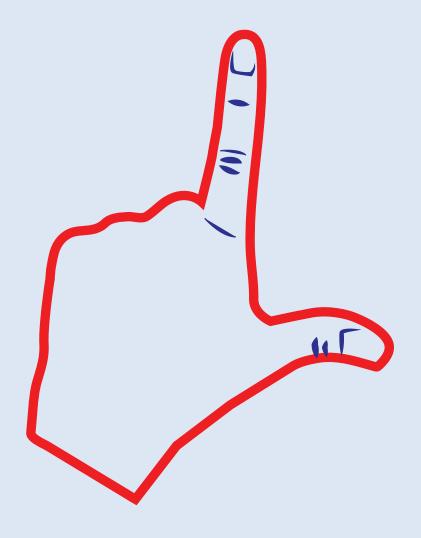**Good Loser
Word/Logo**

**Good Loser
Logo**

*Notice the retro use of Cooper Black.
The goal was to use a font that is iconic and widespread but also funky and inviting. The off Os with the slight diagonal angle invites imperfection. The L and R both have drawn qualities which add distinction.

*Putting an L over your forehead is timeless.
It is an action related to youth, nonconformity, and even a little rebellion. The concept with the logo was to be able to have it travel outside of the brand and become its own icon.